

2.2 Company Overview for Squeaky Clean



Joe Whiteglove noticed that his wife always kept their house “squeaky clean.” Guests would often comment on how immaculate their house looked. They joked that they could wipe a white glove across any surface in Marie’s home and there would not be a single speck of dirt or dust

on it. They asked Marie for cleaning tips. How, they wondered, was it possible to keep a house so clean? Marie was thrilled to share her cleaning tips and secrets with her friends. She was a natural teacher who loved showing others how to do things. Joe and Marie decided to use Marie’s cleaning expertise to create their own housekeeping company called Squeaky Clean. At first, they hired and trained a small group of housekeepers. As their business grew, they added more housekeepers as well as administrative staff to help keep track of information about their employees and to help manage the business. Now there are more employees to manage and communicate with. Squeaky Clean is committed to its customers. The company continually strives to build customer loyalty by offering special promotions and by increasing awareness of its cleaning services. The employees of Squeaky Clean enter hundreds of homes every month. Joe and Marie are proud of the fact that their customers’ homes can all pass the “white glove” test.